

ORDER



KLAS

Orders Order / Rev: 37423
 Alt Order #: 08873934
 Product Desc: Issue
 Estimate: 1884
 Flight Dates: 09/27/12 - 10/03/12
 Original Date / Rev: 09/26/12 / 09/26/12
 Order Type: GENERAL

Primary AE: Mike Jones
 Sales Office: K-WAS
 Sales Region: National

Agency Name: Waterfront Strategies
 Buying Contact:
 Billing Contact:
 1010 Wisconsin Avenue
 Washington, DC 20007

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser Name: Patriot Majority
 Demographic: A35+
 Product Codes: PO4
 Priority: LV1
 Revenue Codes: AGY, POL, ISS

New Business Thru:
 Order Separation: 00:15:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	15	\$40,700.00	\$34,595.00
10/01/12	10/03/12	23	\$29,700.00	\$25,245.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	15	\$40,700.00	\$34,595.00	0.00
October 2012	23	\$29,700.00	\$25,245.00	0.00
Totals	38	\$70,400.00	\$59,840.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$70,400.00
Market	100%	\$234,666.67

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$58,666.67
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$11,733.33
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	09/27/12	10/03/12	Craig Ferguson Craig Ferguson	CM	1237a-137a (12:37 XM-1:37 XM)	MTWTF--	:30	4	\$450.00	LV1	0.00	NM	4	\$1,800.00
LATE LATE SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/27/12	10/03/12	MTWTF--		4				\$450.00		0.00			
E 2	8	09/30/12	09/30/12	8 News Now Sun A	CM		-----S	:30	1	\$700.00	LV1	0.00	NM	1	\$700.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
8 News Now Sun AM #1															
8 News Now Sun AM #1															
8 NEWS NOW SUNDAY MORNING- #1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----S		1			\$700.00		0.00				
E 3	8	09/27/12	10/03/12	Letterman	CM	1135p-1237a	MTWTF--	:30	4	\$950.00	LV1	0.00	NM	4	\$3,800.00
				Letterman		(11:35 PM-12:37 XM)									
LATE SHOW W/LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/27/12	10/03/12	MTWTF--		4			\$950.00		0.00				
E 4	8	09/27/12	10/03/12	CBS This Morning	CM	7-9a	MTWTF--	:30	5	\$1,000.00	LV1	0.00	NM	5	\$5,000.00
				CBS This Morning											
CBS THIS MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/27/12	10/03/12	MTWTF--		5			\$1,000.00		0.00				
E 5	8	09/29/12	09/29/12	Politics Now S Sebelius	CM	Various	-----S-	:30	1	\$1,000.00	LV1	0.00	NM	1	\$1,000.00
				Politics Now S Sebelius		(5:30 PM-6:00 PM)									
POLITICS NOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----S-		1			\$1,000.00		0.00				
E 6	8	09/27/12	10/03/12	Live w/Kelly	CM	9-10a	MTWTF--	:30	3	\$1,100.00	LV1	0.00	NM	3	\$3,300.00
				Live w/Kelly											
LIVE! WITH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/27/12	10/03/12	MTWTF--		3			\$1,100.00		0.00				
E 7	8	09/29/12	09/30/12	8 News Now 11p Sa/Su	CM	11-1135P	-----SS	:30	2	\$1,100.00	LV1	0.00	NM	2	\$2,200.00
				8 News Now Sa/Su 11p											
8 NEWS NOW AT 11PM-WKND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----SS		2			\$1,100.00		0.00				
E 8	8	09/27/12	10/03/12	8 News Now Noon M-F	CM	12-1230p	MTWTF--	:30	5	\$1,200.00	LV1	0.00	NM	5	\$6,000.00
				8 News Now Noon M-F											
8 NEWS NOW AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/27/12	10/03/12	MTWTF--		5			\$1,200.00		0.00				
E 9	8	09/30/12	09/30/12	8 News Now Sun 5-7p	CM	5-7p	-----S	:30	1	\$1,500.00	LV1	0.00	NM	1	\$1,500.00
				8 News Now Sun 5-7p		(5:00 PM-5:30 PM)									
8 NEWS NOW @ 4P (AFTER NFL)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----S		1			\$1,500.00		0.00				
E 10	8	09/27/12	10/03/12	8 News Now 4p M-F	CM	4-5p	MTWTF--	:30	2	\$1,600.00	LV1	0.00	NM	2	\$3,200.00
				8 News Now 4p M-F											
8 NEWS NOW AT 4PM & 430PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/27/12	10/03/12	MTWTF--		2			\$1,600.00		0.00				
E 11	8	09/27/12	10/03/12	8 News Now 5-630p M-F	CM	5-630p	MTWTF--	:30	7	\$1,700.00	LV1	0.00	NM	7	\$11,900.00
				8 News Now 5-630p M-F											
8 NEWS NOW ROTATION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/27/12	10/03/12	MTWTF--		7			\$1,700.00		0.00				
E 12	8	09/27/12	10/03/12	8 News Now 11p M-F	CM	11-1135p	MTWTF--	:30	2	\$2,500					